

Minutes of February 13, 2020 Maynard Economic Development Committee
Gianotis Room #201, Maynard Town Building, 8 am.

The meeting was called to order at 8:10.

Members present: Jack MacKeen, Bill Nemser, Megan Zammuto, Roz Greenstein, Linda Thayer. Absent: Jerry Beck, Karen Freker, Sarah Cressy, Dick Downey.

Others present: Jim Vazza, Leasing Manager, Capitol Development Group (Maynard Crossing at 129 Parker Street); Sue Grolick; Zannah Noe, Andy Moerlein (Maynard Cultural Council), Armand Diarbekirian (BOS Liaison)

Maynard Crossing: Jim Vazza from Maynard Crossing (129 Parker Street) gave us an update on the project.

1. Update of tenant roster and expected openings (Bill Nemser will send out materials.)
2. The focus is about 60/40 between retailers/personal & business services. (It's not clear where restaurants fit into this 60/40 split.) Personal services are things like fitness, spas, hair salons, health care. Business services are things like lawyers, accountants, co-working spaces.
3. The Paper Store is the only business mentioned that was a relocation from downtown.
4. The market is different now than 3+ years ago. The market for retail is weaker. This affects their plans in two ways. First, is that the Phase II that included a second anchor (e.g., TJX, Kohls) will not be built. Second, they are focused on smaller businesses (local chains) over national brands.
5. There are currently about 16 tenants, with an expectation of 48. Most leases are 10 years, though, some are 7.
6. They are interested in using the space for events such as a car show, outdoor movies, the start/finish of road races, etc.
7. Jim expressed an understanding of the shared future of Maynard Crossing and the Town and expressed willingness to work cooperatively, saying, "We all have to work together, or else we will fail."
8. Bill Nemser identified "complete streets" as a potential area of collaboration
9. Jack MacKeen spoke on behalf of the town to please let EDC know what we can do.

Note: Handouts provided by Mr. Vazza were scanned and distributed electronically to Committee members.

Library Information meeting: Jack announced that March 18 the Library is sponsoring a Community Information Fair of all town groups. He will ask some EDC members to "man a table." The event is from 7-8:30 pm. There are at least 20 groups already signed up. It will be a good opportunity to get a roster of town organizations and the appropriate contact person for each.

Request for Coolidge School support letter: Bill gave an update on the Coolidge School. The school is being redeveloped by Civico Development into an apartment complex with a portion of the units set aside for "affordable housing." The developer will need a variance for additional density. They want 12 units, but only allowed for 6. The logic behind the variance is that it's adjacent to an open space parcel (it is not currently zoned open space but it is to be designated.)

Currently the plan includes 2 affordable units; the Affordable Housing Trust is seeking 3-4 total affordable units. The variance hearing is scheduled for the last Monday in March. The Coolidge reuse group is asking for a letter of support from EDC. Roz said that while she is in favor of supporting the project, she is not comfortable with an endorsement prior to knowing what the ratio of market-to-affordable units will be. Greenstein is uncomfortable with agreeing to additional density without knowing what the town benefit will be.

DiscoverMaynard event calendar: Megan gave an update on the event calendar. She found that we can we put a WordPress Calendar function in the current Discover Maynard website. However, it's unclear who will have access to the site. She is still to meet with Will Doyle. The prior decision of EDC was to move forward with the WordPress solution, which was reported as costing \$100, so therefore, had a very low cost, yet a big benefit of moving us forward on this long-outstanding project. Megan will complete the tasks associated with providing us Event Calendar functionality by Feb 29, 2020.

Parking Authority Update: Megan gave an update on the parking authority. The PA has been up for about 5-6 months, and with some new personnel (i.e., new DPW Director and Police Chief.) Currently they are designing a pilot program for parking enforcement. This involves civilian enforcement. Also, they are exploring technology options. The Pilot includes enforcement as well as counts of where and who parks in near-by and satellite lots. The current priority is to improve access and safety of the River Street lot. This is going to require gaining easements for pedestrian access to the lot. Also, will be inviting McDonald (115 Main St) to come to a PA meeting, because the entrance of the new development will mean traffic from the municipal lot behind the CVS.

Florida Road Bridge replacement: Bill gave an update on the Florida Rd Bridge replacement project. There is a Mass DOT presentation tonight (2/13/2020) at 6:00 pm. Bill expects them to address issues about acquisition (permanent and temporary) to abutter properties. The total cost of the bridge project is about \$2 million with town share at about \$80K, in part to deal with legal issues, land acquisition, and a water-related piece that is outside the scope of Bridge Project.

Porch Fest: This music event is scheduled for Sunday May 3rd (12-5). Saturday May 2nd is Library author festival and Spring Art Walk.

Submitted: Rosalind Greenstein
Feb 13, 2020